THE NACB NEWSLETTER

college

BROADCASTER

The Magazine of the National Association of College Broadcasters

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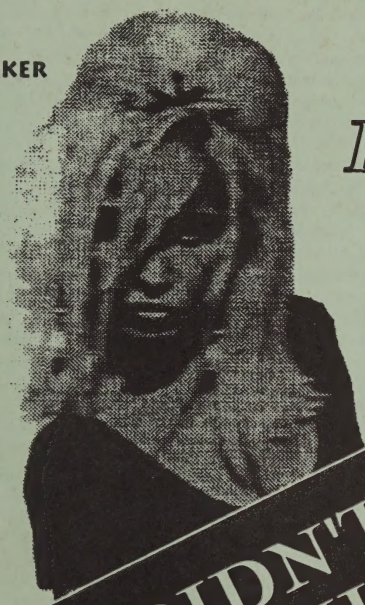
ALTERNATIVE ROCKER
WENDY JAMES



BAD GIRLS
OF ROC

WHY DIDN'T YOU RECEIVE THIS ISSUE? TURN THE PAGE TO FIND OUT!

NON PRO
US POS
PAI
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rundraising
Made Easy

ABOARD!
Legendary Newsman
Walter Cronkite

Gaining Exposure Through
A Music Magazine!

Celebrity Perspective: Suzanne Ciani

Please Join Us For A Bold New Year!

The National Association of College Broadcasters, like so many other non-profit organizations in these belt-tightening times, has been forced to cease distributing free issues of *College Broadcaster* magazine to all college radio and TV stations around the nation. While we are sorry we can no longer provide everyone free NACB materials, this will allow us to focus on continuing to bring our members in the student broadcasting community the many great benefits NACB has always offered–and new ones!

College Broadcaster will therefore be sent to NACB member stations *only*.

What we have found rather surprising is that so many of you have called, wondering why you are no longer considered NACB members. This is a popular misconception. Your past complimentary subscription to *College Broadcaster* does not automatically make your station a member.

But we can change that!

We hope you'll take this opportunity to join NACB and continue to receive *College Broadcaster* as well as all the other terrific benefits NACB offers, such as:

• Picking up hundreds of hours of free radio and TV programming on the only national student network, **U Network**! Everything from comedy series to campus news and even sudsy student soap operas. U Network is completely student-produced and student-oriented, the perfect addition to your weekly lineup!

• Discounts and travel packages to join us at our annual national conference here at Brown University in Providence, RI. The conference is always a huge draw, giving student broadcasters the opportunity to meet their peers from around the nation, pick up useful, practical advice from specialists in every aspect of college radio and TV, and rub elbows with some of today's top media professionals (see top article, next page)! Laurie Anderson, Walter Cronkite, Ted Turner, Quincy Jones, Morley Safer and hundreds of other media pros have turned out to chat with students and address the issues and the career skills that are important to you!

• Info to attend one of our numerous *regional* conferences, which provide intensive training sessions for those who can't make it to Providence.

• The opportunity to win thousands of dollars in NACB's annual radio and TV awards programs, which honor the top student works and workers from colleges and universities around the country. Last year's radio awards were sponsored by **The Interep Radio Store** and the TV programming awards by **MTV**, so as you can see, the nation's top media firms can aid your station with national acclaim and cash prizes!

• The *NACB Station Handbook*. This hefty publication is yours when you become a NACB member and is updated annually with the most helpful and informative material culled from *College Broadcaster* and industry trades such as the music video guide, *CVC Report*. The Handbook features special sections written by staff and outside sources, including professional legal, fundraising and engineering advice. In here you'll also find tips on preparing a station operations manual and where to look for the hottest and the coolest programming sources.

• The National College Radio Sponsorship Cooperative. Run by Interep with aid from NACB, this unprecedented project, launching in spring 1992, can earn stations thousands of dollars a year just by running underwriting spots and distributing product samples from national advertisers.

• Of course, *College Broadcaster* magazine, the nation's only publication geared directly to the needs and interests of student broadcasters, offering legal and technical advice, tips on better programming and bigger promotions and the latest news from your fellow college radio and TV stations and the professional media world. Published six times annually during the school year, there is no better magazine for the informed and involved college broadcaster!

• Letters of support to administrators, student activity boards, etc., and free over-the-phone consultation from our staff on any issue relating to your station. We get results.

• And most importantly, invaluable connection with the national student radio and TV community and thousands of your fellow college broadcasters who are challenging the mainstream across America and across the world!

NACB is *your* organization. Founded by students at Brown and dedicated to promoting and supporting college radio and TV, we want to put you in touch and bring you into our family! For further information, please contact Association Director JoAnn Forgit at 401/863-2225, or use the handy membership form enclosed in this newsletter to join today. There has never been a better time! And by all means, have a rewarding and *progressive* new year! ◄

Say Goodbye to the $35 Operator's Fee!

Great news for non-commercial college stations: A blanket waiver is in effect, exempting broadcasters working exclusively at non-commercial stations from the FCC's $35 operator's fee!

THE NACB NEWSLETTER
LINER NOTES

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NACB helped lead the effort by filing a petition for reconsideration with the FCC on behalf of college broadcasters nationwide and by compiling a national impact survey completed by hundreds of college stations. However, it was a letter from G. Richard Gainey, Ohio University's (Ada, OH) Director of Broadcasting, which got the ball rolling. Gainey, who serves as faculty advisor to NACB member station WONB-FM, wrote last summer to Congressman Mike Oxley (R-Findlay, OH) to argue that the $35 fee was too expensive for most college students. Oxley agreed and sponsored the bill amending the FCC budget, which passed the House on Sept. 24, 1991. Realizing that it would likely pass the Senate, the FCC took the hint, instituting the exemption itself.

To be exempted for the fee on all new permits, send the normal FCC Form 753 to: FCC, 1270 Fairfield Rd., Gettysburg, PA 17325-7245. It must be accompanied by a formal letter, signed and dated by the applicant, stating, "The Restricted Radio Telephone Operator Permit being applied for will be used only at a non-commercial educational station." Don't send more than one applicant form and letter per envelope. The returned permit will specify that it is good *only* at an NCE station.

One sour note: According to the FCC, volunteers who have paid the fee are *unlikely* to see a refund unless they included a statement along with their permit application (as recommended in the September 1990 *College Broadcaster*) requesting a waiver of the fee as an NCE station broadcaster. In any case, all non-commercial broadcasters seeking refunds should write to Laurel Sentz at the aforementioned FCC address, enclosing a letter of explanation and proof of prior payment.

If you have further questions about this victory for college broadcasting or about other ways NACB can work for you, please feel free to call us at 401/863-2225. ◄

Fourth Annual Conference A Success!

The Fourth Annual National Conference of College Broadcasters, held Nov. 22-24 on the Brown campus in Providence, R.I., was a tremendous success! More than 550 of you made the haul for three days of exciting, inspiring sessions and celebrations of the electronic media.

Highlights of the conference included the Keynote Address Friday night by performance artist **Laurie Anderson**. Anderson, whose speech targeted popular culture, the Gulf War media blitz and television, follows in the footsteps of previous NACB keynoters Walter Cronkite, Ted Turner and Quincy Jones.

Saturday was dominated by the many seminars and panels that cornerstone every NACB conference. The dozens of speakers included industry leaders such as **Jill Slavin**, President of Women in Cable; **Rory O'Connor**, President of Globalvision; **Bob Guccione, Jr.**, Editor of *SPIN* magazine and **Geoffrey Darby**, Senior V.P./Programming at Nickelodeon.

Judy McGrath, MTV's Creative Director, delivered the Saturday Luncheon Address, speaking about the vast leaps the industry is taking in the '90s, also screened advance highlights from MTV's 10th Anniversary Special.

Student broadcasters gathered Saturday night for **The Interep Radio Store National College Radio Awards** and MTV-sponsored **National College TV Programming Awards**, which honored student radio and TV in many categories.

The top winner at the radio awards ceremony was the University of Kansas' **KJHK-FM**, which swept away five first- and second-place awards including #1 Station of the Year and #1 Station Manager of the Year (**Tricia Kensinger**), as well as NACB's own presentation for Faculty Advisor of the Year, awarded to KJHK's **Tim Mensendiek**.

The television programming awards handed top prizes to Ithaca College's (NY) **ICTV**, including awards for Best Drama Series (the soap *Semesters*), Best Educational Series (*Kids' Korner*) and Best Experimental Series (*Edge*).

The **Trans-Atlantic Conference Call** cornerstones Sunday's events, connecting student attendees from across America and those joining us via phone-hookup from Czechoslovakia, where a fledgling college radio industry is beginning to spread its wings. The call was sponsored by *The New York Times* and coordinated by NACB's Executive Director **Glenn Gutmacher** and **Bob Horvitz** of the Center for Independent Journalism in Czechoslovakia. NACB hopes to expand the call for future conferences, adding student broadcasters from other European nations.

We welcome comments about past or future NACB Conferences. Write: NACB, 71 George St., Providence, RI 02906 or fax 401/863-3700.◄

NACB Spring Regionals Coming To Midwest, Mid-Atlantic, South, West

NACB's Western Conference and U Festival (see next page) is slated for March 20-22 at the University of Southern California in Los Angeles. Boasting the day-long film festival as well as intensive seminars on every aspect of the radio and television profession, this western answer to the national conference is sure to be the early Spring Break alternative you need!

Other regional conferences are now being planned for those of you in the eastern U.S.: the **one-day Mid-Atlantic Regional** will be held April 4 at Luzerne Community College (Nanticoke, in eastern PA). The **Southern Regional Conference** will be held at Middle Tennessee State U. (Murfreesboro, TN), which is a half-hour from Nashville, tentative set for April 11. For more information about the **Midwest Regional**, taking place Feb. 7-8 at Indiana University (Bloomington, IN), call 812/855-4682.

If you couldn't make it to the National Conference, any one of these worthwhile weekend events can provide your station and students with valuable tips on better broadcasting. One of them should be within driving distance of your school!

If you would like more information on a NACB conference near you (or on helping to sponsor one in the future) call Association Director JoAnn Forgit at 401/863-2225. ◄

Industry Rumblings

NACB Hard At Work For You!

Following our success on behalf of college radio to get rid of the FCC's operator's permit fee (see story, previous page), NACB has been tackling two important issues on the college TV front.

New Music Licensing Fees

Does your TV station air music videos or theme music for your shows? Most college TV stations have never had to pay to broadcast music, even though their college radio counterparts have been doing so for years. That may soon change.

College radio stations pay annual fees to the two major music licensing organizations, ASCAP and BMI. These fees cover the right to broadcast virtually all recorded music; much of the money is paid as royalties to songwriters. The rates (about $200/year for a student broadcast station) are set by the Copyright Royalty Tribunal in Wash., D.C.

Most college TV stations have escaped these fees because the music licensing organizations have focused on broadcast rather than cable. Now that various court cases have authorized fee collection from cable systems, ASCAP and BMI have begun shifting their focus to cable media.

NACB has met with BMI and ASCAP on the issue and held a seminar on music licensing at the National Conference of College Broadcasters last November. As we have in the past, NACB will continue to work on your behalf to insure that any fees instituted will be fair and in proportion to the low budgets of most college cable stations.

Saving Public Access Channels

Will the future of cable TV fail to include educational and public access channels? That's apparently what the FCC proposed last fall.

The FCC's new "video dial tone" policy statement suggests giving incentives to newcomers to compete against cable TV systems with alternative video programming delivery methods (e.g., phone companies delivering TV signals via fiberoptic cable) in hopes that competition will drive down prices and improve programming and service. However, the FCC plan does not require newcomers to negotiate for local franchises. Though this would allow a company to start a new cable TV delivery system more quickly and cheaply, there are *no* provisions to insure that public access channels will be included on those new cable delivery systems. Thus college TV stations which depend on educational access channels for distribution would not be carried.

Working in cooperation with the National Federation of Local Cable Programmers (NFLCP), NACB has submitted formal comments to the FCC on the issue, arguing for mandatory access channels and local production facilities. We will continue to monitor the situation and work to ensure that college stations will continue to be distributed by cable access channels even as the face of the cable industry changes in the future.

Join NACB now to learn about issues relating to college broadcasting on a regular basis! ◄

The Next Big Thing Has Arrived!

Unprecedented in scale, the **U Festival of Student Film, Video, Television and Animation** will showcase the nation's top student productions at a day-long celebration in Los Angeles, in a home video release and on television!

On Saturday, March 21, 1992, U Festival will hold a screening of the winning works on the University of Southern California campus in L.A., in conjunction with special seminars and panels devoted to various aspects of the media industry. Simultaneously, a videotape of the festival winners will be released and available for free rental at the 300 outlets of **The Wherehouse**, one of the west coast's leading video retailers. In addition, the winning works will air on **U Network**, NACB's college television network seen on more than 100 campuses nationwide with a potential audience of 10 million people.

Jeff Southard, NACB's Network Director, said the festival's most important goal is "to challenge, foster and award a community of student directors by providing a showcase of their best works." NACB will coordinate the festival in conjunction with our **Fourth Annual Western Conference of College Broadcasters** (the weekend of March 20-22 at USC; call 401/863-2225 for details).

The **MTV Student Award** will be selected from all finalists based on originality, creativity, attitude and style. The director of the winning work will receive a paid summer internship at MTV!

All student works produced since Jan. 1, 1991 are eligible for the competitive festival; students do not need to attend the weekend festivities to qualify or to win. All entries will be judged by panels of industry pros from the film, video, television and animation fields. The five categories for each of the four media will be comedy, documentary, drama, experimental and music. The deadline for entries is Feb. 14; for submission information or other questions about U Festival, students should contact the U Festival coordinators at 401/863-1834. ◄

THE NEXT BIG THING ... IS NOW.

U Festival

DEADLINE FOR SUBMISSIONS IS FEBRUARY 14TH!

MARCH 21, 1992. LOS ANGELES. CALL 401/863-1834 FOR DETAILS.

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